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Ecommerce Roadblocks to Overcome and Speed Off to Sales

When you're racing to get an ecommerce website started, you'll face many roadblocks that can have you spinning out. Find out how to overcome these roadblocks and use ecommerce to support your sales goals.

KEEP ON TRACK AND SELL MORE ONLINE.

Ecommerce can bring your business many benefits, helping you to keep ahead of the competition, extend your geographical reach, lower your costs, and provide a better customer experience. However, there are many risks to developing an ecommerce site too quickly, and without professional guidance, you might be derailed by a roadblock. Here's what to prepare as you plot your journey towards an ecommerce site that will turn traffic into sales.



The Right Platform

Is your current website capable of supporting a platform? You may need to build a separate vehicle for your ecommerce site; essentially a second site. Or you may be able to use a platform, and there are many to choose from. Which is best depends on your specific business. For a platform to be right for you, it has to:

- Be scalable to enable future growth
- Support your sales process, even if it's complex
- Provide the right mixture of features for you
- Offer strong marketing features and integrations.



User Experience

Plenty of features are flashy and designed to get users on board, but some actually detract from the checkout experience and make sales harder, not easier. Focusing on user experience before fancy features will help ensure you win. Focus on these basics:

- Loading speed
- Product descriptions
- One-click or quick selling
- Customizable checkout experiences
- Encourage visitors to act
- The option to save items in a cart.



Fulfillment and Shipping

Before you finalize your ecommerce website, it is essential to consider how you will fulfill orders and ship them out. The last thing you want is for early adopters of your ecommerce site to get frustrated with bad shipping experiences. Consider your options for:

- Packing costs
- Shipping rates and discounts
- Shipping methods
- Delivery speed
- Returns
- Costs to you.



Payment Gateways

Payment gateways are a critical step in setting up your online store. You need to accept payment, but in a way that works for your business and your customer. A good payment gateway should:

- Protect user's information
- Not charge you too much
- Give you access to your funds quickly and easily.



Advertising Your Ecommerce Site

So, you've built the perfect vehicle to enable online sales. That's only useful if your customers are using it. You want to switch over existing customers and attract new customers to your ecommerce site too. Pursue many avenues such as:

- Social media
- Pay-per-click ads
- Email marketing.

Need Help at Your Pit Stop?

If your ecommerce planning or implementation has stalled out, it may be time to get the professionals involved. The crew at WEB ROI can help you overcome the biggest ecommerce obstacles before you even see them coming. We're an experienced, award-winning website design company that specializes in getting you over the finish line. Contact us today to discuss your ecommerce needs or identify areas where you're running out of gas, and we can step in to help ensure your success.
